

AUSTIN CONVENTION & VISITORS BUREAU
dba Visit Austin
Proposed Budget Fiscal Year 2020 -2021

REVENUE	Proposed FY2021	Amended FY 2020	Approved FY2020	Approved FY2019	Approved FY2018
City Contract - Visit Austin Operations	8,776,726	10,584,682	14,748,301	13,126,471	13,345,700
City Contract - Pass Through Funding					
Spring Festival Security	-	-	-	-	1,200,000
Heritage Grants	-	-	-	-	250,000
Local Business Grants	-	-	-	-	200,000
Total City Contract	8,776,726	10,584,682	14,748,301	13,126,471	14,995,700
Private Sector Revenue					
Retail Revenue	750,000	791,941	1,250,000	1,140,000	1,110,000
Publication Sales	20,000	20,000	20,000	-	20,000
Rack Rental	5,500	10,000	15,000	15,000	15,000
Partnership Revenue	247,000	429,680	674,500	646,525	549,500
Austin Sports Commission Revenue	40,000	48,705	73,000	68,000	68,000
Services Billed	13,750	15,000	30,200	22,400	80,000
Donated Services	25,000	315,000	315,000	315,000	315,000
Interest Income	24,000	35,000	42,000	3,600	4,200
Draw on Reserve Funds	2,000,000	1,000,000	533,800	376,100	112,350
Sub-Total, Private Sector Revenue	3,125,250	2,665,326	2,953,500	2,586,625	2,274,050
TOTAL REVENUE	11,901,976	13,250,008	17,701,801	15,713,096	17,269,750
BUDGET BY PROGRAM					
Convention Sales & Services *	4,625,273	4,951,697	7,528,490	6,750,862	6,381,191
Marketing **	4,014,434	4,244,747	5,249,747	4,576,127	5,092,971
Music & Film	549,688	587,944	702,944	563,430	539,890
Visitor Center	994,270	1,442,767	1,697,767	1,640,135	1,591,040
Finance/Administration/IT	1,718,309	2,022,853	2,522,853	2,182,542	2,254,658
Future Convention Commitments	-	-	-	-	-
Pass Through: Spring Festival	-	-	-	-	1,200,000
Heritage Grants	-	-	-	-	250,000
Local Business Grant	-	-	-	-	200,000
Compensation Reductions	-	-	-	-	(240,000)
TOTAL	11,901,974	13,250,008	17,701,801	15,713,096	17,269,750

CHANGE IN NET ASSETS

	FY2021 Percentage Allocation	Amended FY2020 Percentage Allocation	FY2020 Percentage Allocation	FY2019 Percentage Allocation	FY2018 Percentage Allocation
Convention Sales *	28%	28%	28%	23%	28%
Convention Services *	8%	8%	6%	14%	6%
Convention Services - Housing *	0%	0%	0%	1%	2%
Tourism Sales *	3%	3%	3%	3%	3%
Marketing/Advertising **	34%	34%	31%	30%	33%
Music & Film	5%	4%	3%	3%	3%
Visitor Center	8%	8%	9%	8%	8%
Finance/Administrative/IT	14%	14%	13%	11%	11%
Pass Through	0%	0%	7%	0%	0%
Current and Future Convention Commitments	0%	1%	0%	7%	6%
	100%	100%	100%	100%	100%